Live Healthy Lorain County

Worksite Wellness Package

Nutrition Campaign

- Give energy
- Strong teeth and bones
- Fiber fills you up
- Fat free

- Decrease risk of cancer
- Reduce risk of obesity
- Low calorie
- Live longer
Introduction

**Nutrition Campaign**

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4. Campaign Conclusion

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Introduction:

This document is a step-by-step guide to begin a wellness nutrition campaign. The focus of this healthy eating campaign is to provide education and skills to help improve participant’s fruit and vegetable consumption.

Fruits and vegetables provide the necessary nutrients that can lead to improved health and happiness, by lowering the risk of many chronic diseases, including heart disease, stroke, type 2 diabetes, high blood pressure, osteoporosis, and some cancers. Good nutrition can translate into a more successful employee because it has a direct effect on obesity and high cholesterol (CDC, 2012).

By hosting a nutrition campaign, your worksite or faith-based organization can support people in making healthier choices to improve their overall wellness. Healthier participants are less likely to call in sick and in turn, be more productive (CDC, 2012). Other benefits include:

- Exposure to a variety of new healthy foods
- Increased awareness of current eating habits
- Provide a sense of accomplishment and an opportunity to reach attainable health goals
- Providing information to spur thoughts of nutrition and how it is important to consume fruits and vegetables.

Research from the Centers for Disease Control and Prevention (CDC) shows why eating more fruits and vegetables is great advice, and here is how:

- Healthy diets rich in fruits and vegetables may reduce the risk of cancer and other chronic diseases.
- Fruits and vegetables also provide essential vitamins and minerals, fiber, and other substances that are important for good health.
- Most fruits and vegetables are naturally low in fat and calories and are filling.

Learn more benefits of fruits and vegetables at Fruits & Veggies More Matters!

Sources:
Workplace Health Promotion – Nutrition: www.cdc.gov/workplacehealthpromotion/evaluation/topics/nutrition.html
Lorain County Community Health Assessment Report: www.loraincountyhealth.com/lorain-county-community-health-assessment
Fruits and Veggies More Matters: www.fruitsandveggiesmorematters.org/why-fruits-veggies

Overview of Lorain County Nutrition:

The American Cancer Society recommends that adults eat 5 or more servings of a variety of fruits and vegetables per day to reduce the risk of cancer and to maintain good health. In 2011, only 8% of Lorain County adults ate 5 or more servings of fruits and vegetables per day, and 89% ate one to four servings per day. The 2009 Behavioral Risk Factor Surveillance System (BRFSS) reported that only 21% of Ohio adults and 23% nationwide were eating the recommended number of servings of fruits and vegetables. Currently, two-thirds of Lorain Countians are considered overweight or obese which contributes to chronic conditions such as hypertension, type 2 diabetes, stroke, coronary heart disease, and certain types of cancer (CHA, 2011) (National Institutes of Health, 2012).

Sources:
Lorain County Community Health Assessment Report: www.loraincountyhealth.com/lorain-county-community-health-assessment
**Added Benefits:**

**Work with Your Insurance Provider**

Before starting a campaign, contact your health insurance provider to see if they offer incentives for wellness campaigns. Make your provider aware of your campaign to show your group’s willingness to reduce healthcare costs. Performing wellness campaigns may provide leverage in the reduction of costs in future insurance quotes. Your provider may have resources to assist with your wellness planning process. Request any educational materials available or ask if they have any suggestions for your worksite or faith-based organization.

**It Takes a Team**

Teamwork is crucial to many aspects of work and success; health promotion is no different. Check out the suggestions below to see how you can benefit from a team structure.

**Employee Wellness Committees:** A wellness team should contain representatives from multiple departments or areas of the organization. A team that meets regularly, with specific objectives, can show that wellness initiatives are a priority. Teams provide a framework for a sustainable wellness program within your organization.

**Program Teams:** Creating campaign teams for each of your health promotion programs allow participants to have a support system as they strive toward a shared goal. There is success in numbers – a team provides a social network atmosphere to help reinforce healthy behaviors. The Gallup Group, Developers of *Wellbeing: The Five Essential Elements*, say, “Those who have a best friend at work are seven times as likely to be engaged in their jobs, are better at engaging customers, produce higher quality work, have higher wellbeing.” Creating teams can strengthen relationships in any organization and provide the opportunity for participants to become better friends, and in turn, be more productive. Forming teams can also make the wellness challenge fun and could increase participation rates for those knowing that they won’t be alone during the program period.

**Team Tips:** Committees and programs are more successful when administration supports worksite wellness initiatives. The Wellness Council of America (WELCOA) believes that top-level support is the number one benchmark in a successful worksite wellness program. This shows Senior Executive care and concern for their workforce (WELCOA, 2012). If appropriate, administrative representation can sit on the planning committee and provide their perspective. As with any team or group, the wellness committee should keep regular meetings, with formal agendas and communication, while keeping the goals of the team in the center of all activities.

Source:
**Nutrition Campaign:**

The promotional campaign is not the only time to promote healthy eating. All participants should know the amount of fruits and vegetables they consume to maintain health status. This nutrition campaign involves two specific goals:

1. Provide practical approaches to help increase a participant’s ability to consume a diet rich in fruits and vegetables.
2. Assist in the transformation of your organization’s attitudes and habits about eating fruits and vegetables with every meal. This initiative will communicate and deliver benefits of fruits and vegetables to yield a positive behavior change.

**1. Recruit**

In order to get people energized and on board with the campaign, promote the topic in advance and send out a recruitment email. You may reference our sample **Recruitment Email** and tailor it to fit your organization’s needs. You can also advertise the campaign in advance to gain more participants. Place the sample **Promotional Flier** at strategic places around your organization where many members can see the advertisement. Collect names for a couple of days leading up to the first day of the campaign by putting the **Sample Sign-Up sheet** in a common location for interested participants to join.

**2. Track Nutrition**

You can’t know where you’re going until you know where you’ve been. This saying also applies to nutrition changes, which is why it’s important to track nutrition. The **American Cancer Society** recommends eating fruits and vegetables at every meal. A food tracker is a great tool to use because it allows you to monitor how many fruits and veggies you are eating daily. Use our sample **Tracking Sheet** to record each of your daily servings.

- **Suggestion:** Create a large display board to track servings consumed. Place the tracking board in a common member location: cafeteria, lunch room or mail room.

**3. Design a Program**

- **Build Winning Teams.** Choose the team size based on how many participants have signed up. Once you determine the size of your teams, draw names at random to get participants interacting with others.
- **Get in the Know.** Email Quizzes can help to educate the participants and increase their buy-in of the challenge. Allow and encourage team members to collaborate on answers, which may lead to engagement, social interaction and health conversations.
  - **Suggestion:** Email quiz questions each Monday of the program. Participant answer submissions could be due on Wednesday and the answers should be released each Friday with explanations.
- **Health Info to Go.** Provide information on the program subject to increase participant awareness. Members will appreciate tips and info to assist in making the changes to a healthier lifestyle. The sample **Newsletters** will supply quick info that relate to consuming more fruits & veggies.
  - **Suggestion:** Send Health Info to Go via emails, payroll/mailbox stuffers, an employee or organization secure website, or place them as articles within an existing newsletter.
- **Promote Materials & Resources.** To reinforce behavior concepts, send credible nutrition information via email, newsletter, posted signage etc.
- **Regular Reminder Emails.** Quick messages will serve as reminders to continue to keep track of what is being eaten.
4. Campaign Completion

- **Announcing winners.** Send out an email and include the announcement in a newsletter. Let everyone know what prizes/incentives were received as well. Prizes can be based on team participation in activities such as answering quiz questions correctly and submitting completed nutrition tracking sheets.
Appendices:

A – Sample Recruitment Email Blast

[Insert Organization Name] Staff:

This email serves as a Request for Participation in the 5 FAVE Nutrition Campaign.

We challenge you to eat five servings of fruits and vegetables, or more, each day for 4 weeks!

Team up for YOUR health and a chance to win [insert prizes/incentives].

- The 5 FAVE Nutrition Campaign is completely voluntary.
- 5 FAVE Nutrition Campaign has two main focuses:
  - Increasing consumption of fruits & veggies
  - Improving diets by making healthier choices
- Sign-up at the [Insert Location] or register by email to [Insert Name of Participant to Track Readings].
- Participants will be assigned to a {Insert Organization Name} team.
- Each participant will be asked to answer weekly quiz questions and submit weekly fruit and vegetable intake log sheets.

Don’t miss out on this opportunity to join a team, connect with colleagues and have fun!

This event will start [Insert Start Date and Time] and end [Insert End Date and Time].

Sign-up Today!
The fruit & vegetable consumption monitoring campaign is **completely voluntary**.
The Challenge: Eat 5 Fruits And Vegetables Everyday!

Why should I take the Challenge?

- Feel healthier
- Lower body weight
- Connect with others

What do I have to do?

- Eat more fruits & vegetables- aim for 5 each day
- Submit a weekly log with number of fruits & vegetables- scout’s honor
- Answer a weekly 5 FAVE quiz- no worries, it won't be graded

Sign-up for the 5 FAVE Challenge
### Weekly Tracking Sheet

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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<td>4</td>
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<td>7</td>
</tr>
</tbody>
</table>

**Fruit & Vegetables**

- **Fruit**: 2 servings per day
- **Vegetables**: 3 servings per day

**Did you eat 5 FAVES?**

- 5 FAVES = 5 Fruits & Vegetables, Everyday

**Did I Eat Every Item**

- Yes
- No

**Weekly Item Count**

1. 1 cup of cooked beans or peas (green, pinto, black beans)
2. 2 cups of any dark vegetables (broccoli, spinach)
3. 3 cups of raw or cooked vegetables
4. 1/2 cup of dark fruit
5. 2 1/4 cups (6 oz) of 100% fruit juice
6. 1 medium fruit or 1 cup of milk or dairy alternative

*Visit choosetolead.com for more info on serving size.*
E – Sample Quiz Questions

Nutrition Quiz Questions to Staff:

Send weekly questions to participants to earn team points.

Answer the weekly quiz question to learn more about increasing fruit and vegetable consumption.

1. How many fruits and vegetables should be eaten daily for good health?
   a. 1-2
   b. 3-4
   c. 5-6
   d. It depends

   How many fruits and vegetables should be eaten daily for good health?

   The correct answer is D. It Depends. Your daily fruit and vegetable needs depend on your calorie needs. Your calorie needs are determined by your age, sex, and physical activity level. Visit How Many Fruits and Vegetables Do You Need? To learn more about an overall healthy eating plan that includes the appropriate calories and the recommended amounts of fruits and vegetable that you need, visit ChooseMyPlate.

   Source: www.fruitsandveggiesmorematters.org/faq-1-ask-the-expert

2. Fruits are high in all of the following EXCEPT?
   a. vitamin A
   b. vitamin C
   c. protein
   d. fiber

   Fruits are high in all of the following EXCEPT?

   The correct answer is C. Protein. Fruit options are not high in protein content compared to other food choices, but are great sources of other important nutrients. Check out Key Nutrients in Fruits & Vegetables to learn more about what vitamins and minerals your food contains.

   Source: www.fruitsandveggiesmorematters.org/key-nutrients-in-fruits-and-vegetables

3. Healthy vegetable choices include which of the following?
   a. Freeze dried carrots
   b. Canned green beans
   c. Red bell peppers
   d. All of the above

   Healthy vegetable choices include which of the following?

   The correct answer is D. All of the above. All fresh, frozen, dried, or canned fruits and vegetables count toward your fruit and vegetable goal. Canned, dried, and frozen foods are all good options. Although, look for fruit without added sugar or syrups and vegetables without added salt, butter, or cream sauces for healthier options.
4. For those who eat more generous amounts of fruits and vegetables, as part of a healthy diet, tend to have reduced risk of what chronic disease?
   a. Diabetes
   b. Stroke
   c. Some forms of cancer
   d. All of the above

For those who eat more generous amounts of fruits and vegetables, as part of a healthy diet, tend to have reduced risk of what chronic disease?

The correct answer is D. All of the above. Those who eat plenty of fruits and veggies may help reduce the risk of chronic diseases. These diseases include stroke, type 2 diabetes, some types of cancer, and perhaps cardiovascular disease and hypertension. Everyone can stay healthy with more fruits and vegetables on their plate!

Source: www.fruitsandveggiesmorematters.org/faq5-ask-the-expert

5. Bonus - How many Lorain Countians are getting 5 or more fruits & veggies each day?
   a. 8%
   b. 16%
   c. 32%
   d. 64%

How many Lorain Countians are getting 5 or more fruits & veggies each day?

The correct answer is A. 8%. From the Community Health Assessment findings, we know that ONLY 8% of Lorain County adults are consuming the recommended daily servings of fruits and vegetables. Hopefully, all the 5 FAVE participants will help increase that number individually and help spread the word throughout Lorain County!


Other Resources to Consider:

- Centers for Disease Control and Prevention (CDC) – Nutrition Section: www.cdc.gov/nutrition/
- Fruit and Veggies More Matters: www.fruitsandveggiesmorematters.org/
- USDA Nutrition Guidelines – MyPlate: www.choosemyplate.gov/
- National Heart, Lung and Blood Institute’s eating plan – Dietary Approaches to Stop Hypertension (DASH): www.nhlbi.nih.gov/health/health-topics/topics/dash/
F. Sample Newsletters

1. Nutrition Campaign Newsletter Announcement

Take the 5 FAVE Challenge!
We challenge you to eat five servings of fruits and vegetables, or more, each day for 4 weeks!

When? [Date XXX]
How Long? [Y Weeks – Ending Date ZZZ]

What’s in it for me?
- A healthier diet, mind and body
- A chance to win prizes
- An opportunity to team-up with others

5 FAVE Challenge Campaign Goals:
- Increase consumption of fruits & veggies
- Improve your diet by making healthier choices

Sign-up at [Insert Location] by [Insert Date] to participate!

What do I need to do to participate?
- Sign-up to participate on a team by [Insert Date]
- Keep a weekly fruit & veggie journal
- Answer weekly questions about fruit & veggies
- Encourage teammates to consume more fruits and vegetables!

Join a team. Connect with others. Have fun!

2. Eating Healthy Away from Your Kitchen

Some believe it is hard to eat healthy when enjoying a night out. Here are some healthy tips to help you make healthy choices when dining out:

- Start your meal with a veggie-packed salad.
- Order veggies steamed, grilled or broiled, instead of fried to cut calories.
- Ask your server to replace special sauce and mayo with more vegetable toppings like creamy avocado on burgers and sandwiches.
- Order roasted veggie mixes to add flavor to meals.
- Choose to top your potato with broccoli, onions, chives and salsa instead of sour cream and cheese.
- For more veggies, choose a stir-fry or kabob dish.
- When available, choose the salad bar to load up on fresh options.
- Indulge in a fruit parfait for a special occasion dessert.

Never hesitate to ask your server for healthy options—they can help you make the healthy choice at your next restaurant outing… Bon Appétit!

Sources:
Tips to Help You Eat More Fruits: www.choosemyplate.gov/food-groups/fruits-tips.html
Tips to Help You Eat More Vegetables: www.choosemyplate.gov/food-groups/vegetables-tips.html
3. Eating Healthy On the Run

Drive-through fast food isn’t the only option when you have to eat on the run. Even when you are pressed for time, a quick meal can include fruits and vegetables. Here are a couple of tricks to help keep it quick:

- Keep a bowl of fruit on the counter with bananas or apples to grab as you leave your house.
- Fruit cups are portable options.
- Have baggies of carrots, cauliflower or other pre-cut veggies ready to go in the fridge.
- Dried fruits are easy to store anywhere. Try apricots, bananas, figs and dates.
- Carry cranberry and blueberry trail-mix in the car.
- Store frozen 100% fruit bars around for a refreshing snack on those hot days.

**Make the healthy snack choice the easy choice!**

**Sources:**
Tips to Help You Eat More Fruits: [www.choosemyplate.gov/food-groups/fruits-tips.html](http://www.choosemyplate.gov/food-groups/fruits-tips.html)
Tips to Help You Eat More Vegetables: [www.choosemyplate.gov/food-groups/vegetables-tips.html](http://www.choosemyplate.gov/food-groups/vegetables-tips.html)

4. Increase Fruits and Vegetables with Every Meal

Nutrient-rich foods should be eaten throughout the day. *Choose MyPlate* is a great source of nutrition info, including how fruits and vegetables can be added to all meals. Here is how to sneak in extra servings:

**1. At Breakfast:**
- Scramble eggs with chopped spinach, tomatoes and peppers.
- Choose 100% fruit juice as a beverage.
- Top your cereal with fresh fruit like bananas and peaches.
- Add berries to waffles and pancakes.
- Mix shredded carrots, zucchini, peppers and onions with potatoes for a hash.

**2. At Lunch:**
- Add frozen veggies to canned soup.
- Use avocado slices and spinach as sandwich toppings.
- Include orange or apple slices in salads.
- Put mango salsa on tacos or burritos.

**3. At Dinner:**
- Shred carrots and zucchini into meatloaves, casseroles and muffins.
- Add extra chopped tomatoes, peppers, mushrooms and onions to soup, chili, lasagna and pasta sauce.
- Add pineapple or peaches to grill kabobs.
- Feature fruit for dessert!

Visit the [Live Healthy Farm Market Directory](http://www.livehealthyloraincounty.com/local) for fresh, local produce to help increase the fruits and veggies you eat!

**Sources:**
Tips to Help You Eat More Fruits: [www.choosemyplate.gov/food-groups/fruits-tips.html](http://www.choosemyplate.gov/food-groups/fruits-tips.html)
Tips to Help You Eat More Vegetables: [www.choosemyplate.gov/food-groups/vegetables-tips.html](http://www.choosemyplate.gov/food-groups/vegetables-tips.html)